

Mexico

El Salvador

Panama

Columbia

Cuba

Nicaragua

Chile

Paraguay

Venezuela

Costa Rica

HISPANIC EXPLOSION IN THE U. S. A.

Argentina

Uruguay

Spain

Peru

Bolivia

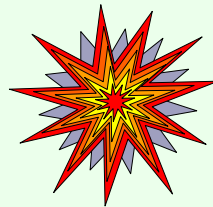
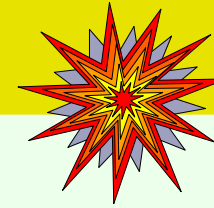
Guatemala

Puerto Rico

**Dominican
Republic**

Ecuador

Honduras





DEFINITION

A person of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish culture or origin, regardless of race



Mexico



Argentina

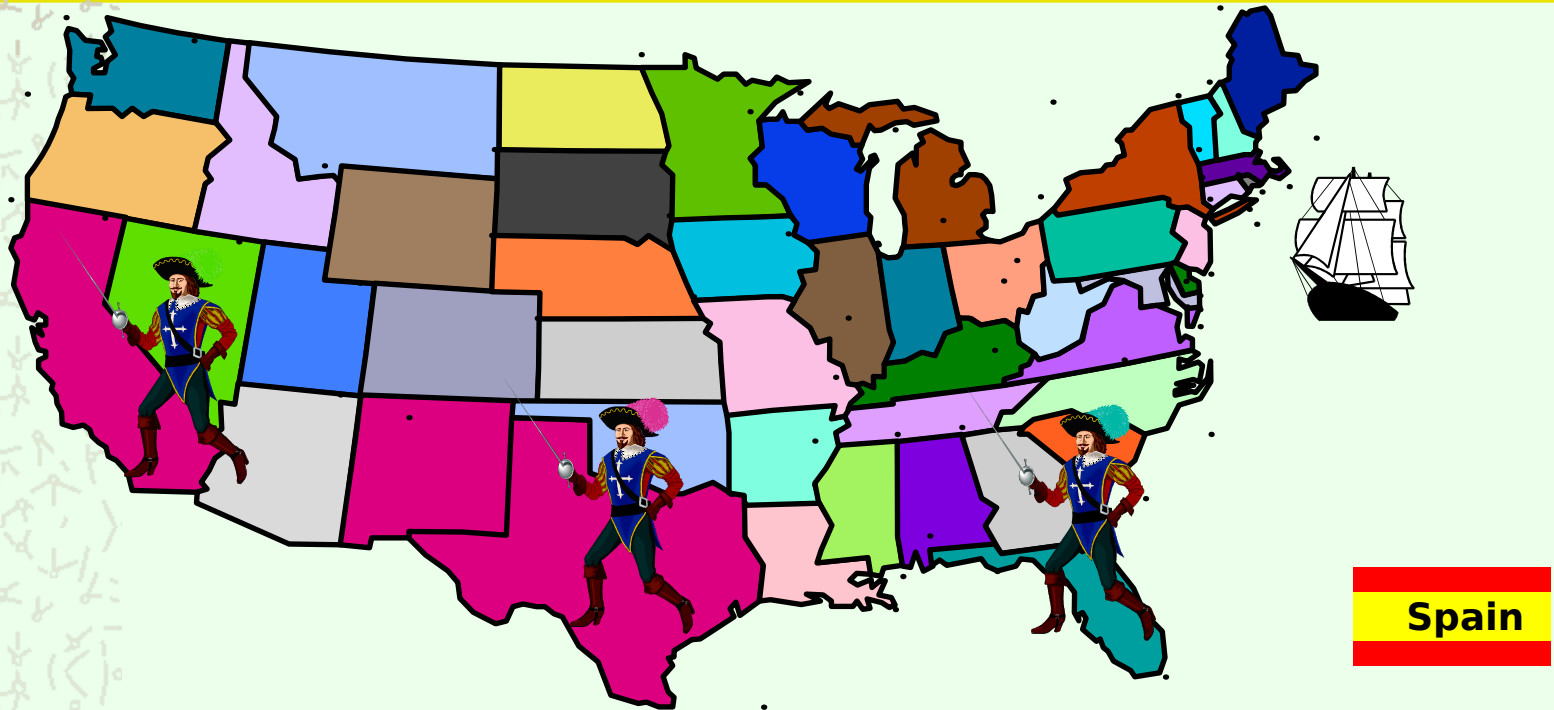


Puerto Rico

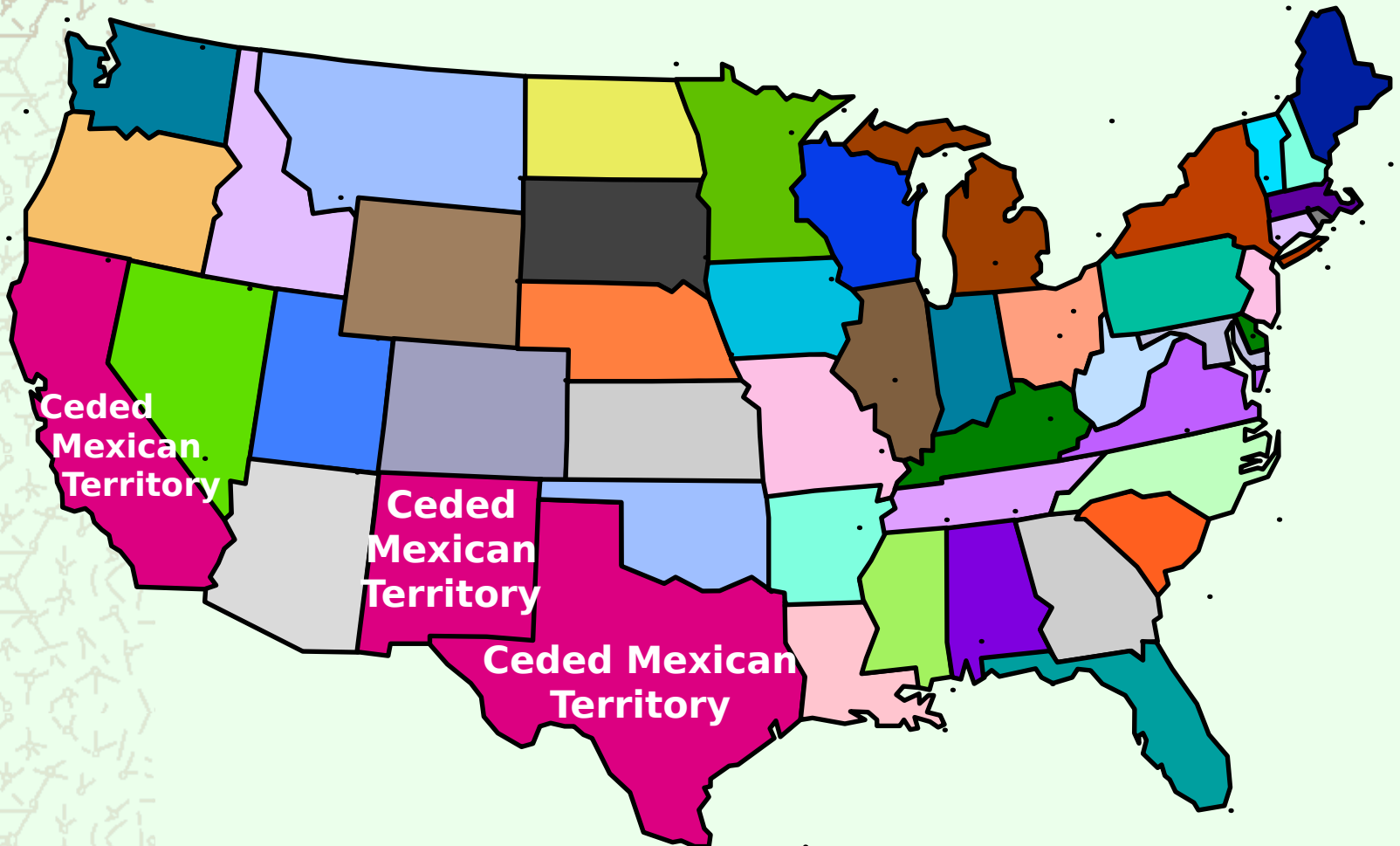


Venezuela

At the time of Columbus's voyage to the Americas, Spain was not an industrialized nation and bought almost all its finished goods from other countries



In the 1500's, Spain sent explorers to search for gold and silver which brought Spanish customs, language, catholic religion, and many ornate public buildings into what is now the southern U.S.



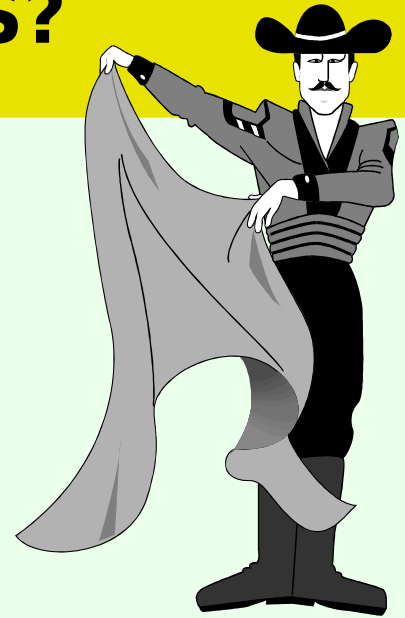
WHO ARE THE LATINOS?

The oldest and by far the largest segment of the Latino population is the Mexican Americans, accounting for almost two-thirds of all Latinos.

The remaining third of Latinos come from 14 other sources. The second largest Latino group is Puerto Ricans, followed by Cubans.

The 2000 census counts the Salvadorans as the largest Central American group, followed by Guatemalans and Hondurans.

Colombians, Ecuadorians, and Peruvians are the largest groups of over 1.3 million South American Latinos.



Descriptive Terms

Chicano

Usually associated
with a Hispanic
in the civil rights
movement

Tejano

Someone born in Texas
with roots dating back to Mexican
ancestry when Texas
was part of Mexico



Mexican American

A person of
Mexican
descent

Hispanic

A term encompassing
anyone from one of
the terms mentioned

Latino

Usually a person
from or of Central
or South American
descent

Population Growth -- 1995 to 2025

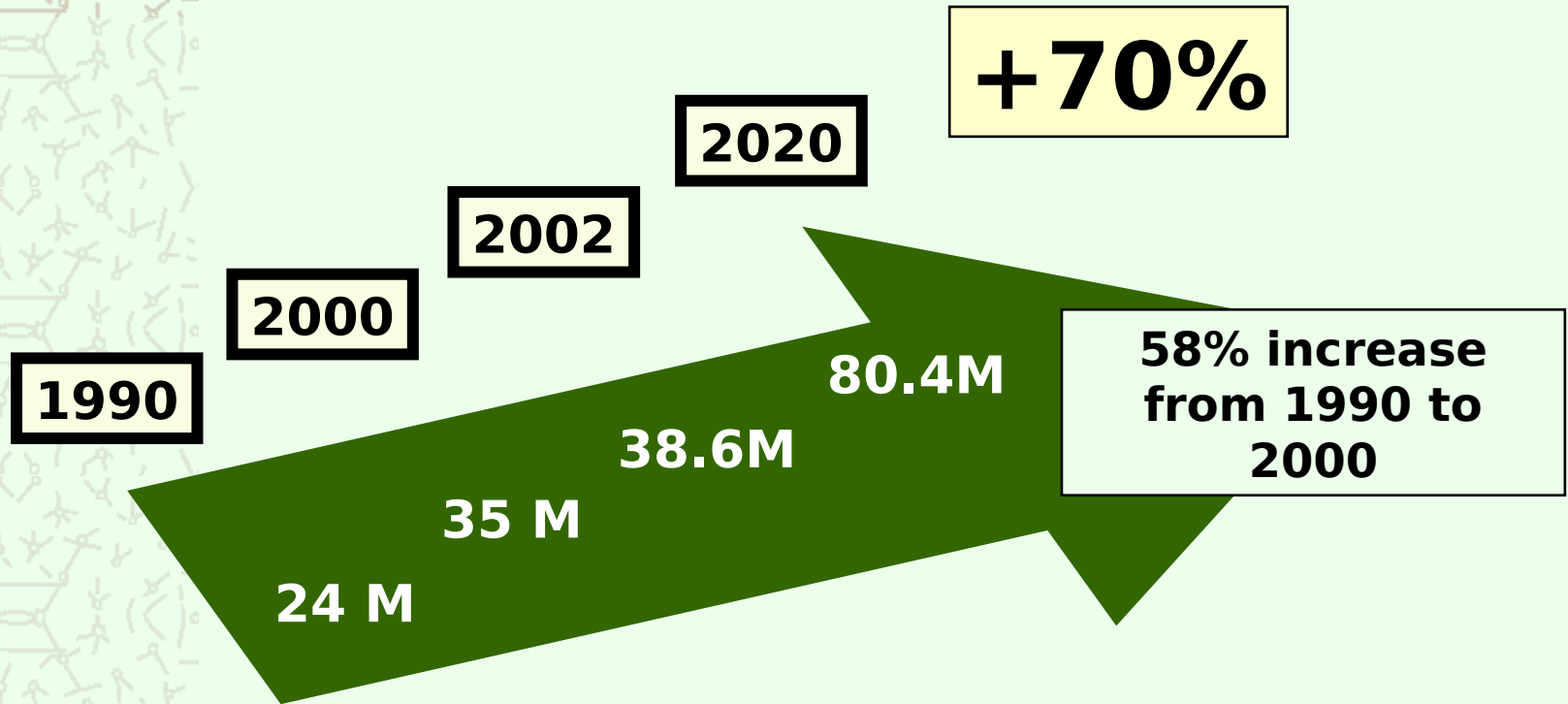


The White population is projected to be the slowest-growing group; 67 percent of the Whites added will be located in the South

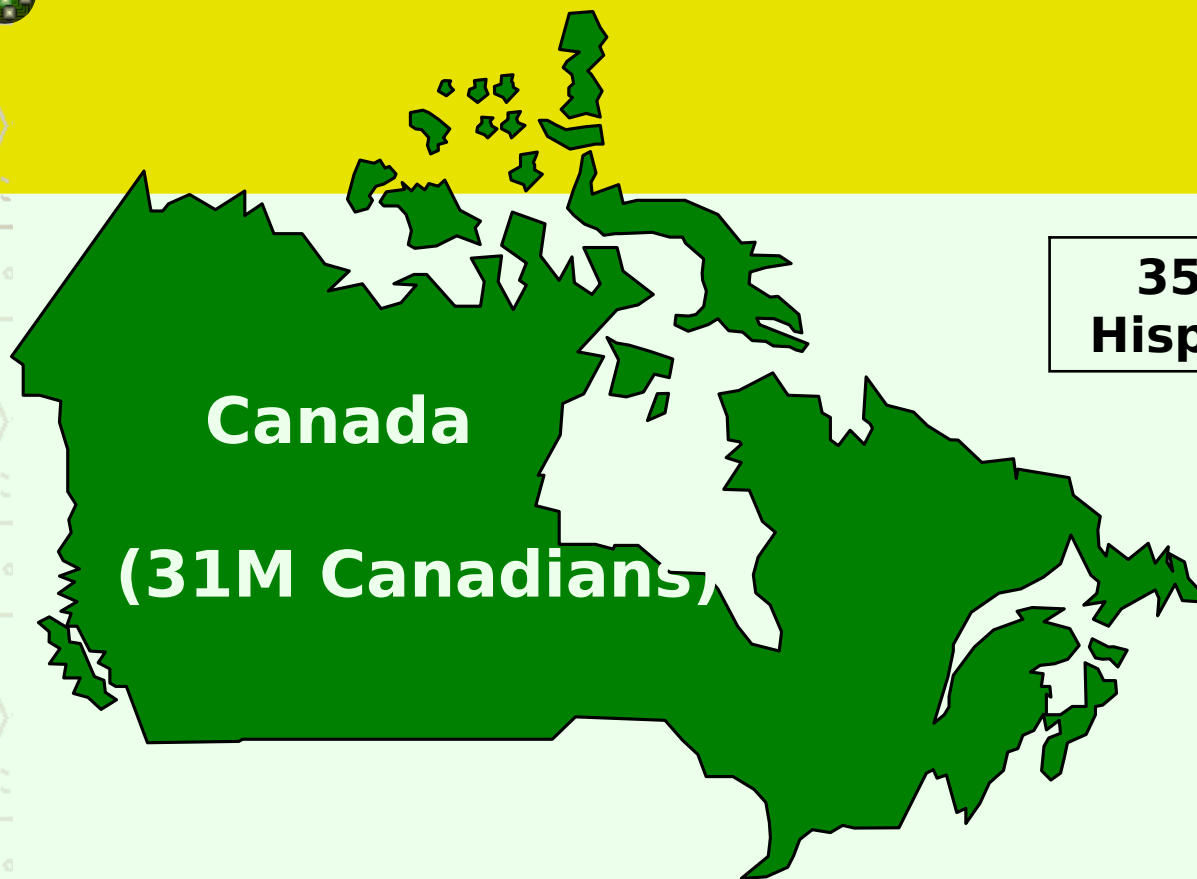
Hispanic origin population is projected to account for 44 percent of the growth; it is the second fastest-growing population in every region over the projected 30-year period.



U.S. Hispanic Population Trends



Based on the 2000 census, Hispanics are now the **largest** minority group in the United States



Canada
(31M Canadians,

**35.3M
Hispanics**

**There are more Hispanics in the
USA than Canadians in Canada**

Largest Hispanic States for the Year 2000

California - 11 million

Texas - 6.7 million

New York - 2.9 million

North Carolina's Hispanic population grew by almost 400% between 1990 and 2000; Washington had almost a 106% increase

New Mexico had the highest proportion of Hispanics - 42%

Of the 10 states with the largest percent increase in the Hispanic population, seven are located in the South: NC, Arkansas, Georgia, Tennessee, SC, Alabama, and Kentucky



Largest Hispanic Population in Cities for the Year 2000

**New York City has the largest
number of Hispanics, but its 2.2
million Hispanic population
accounted for only about a
quarter of the total population**

**East L. A. - 97%
of city's
population**

McAllen, TX - 77%

El Paso, TX - 77%

Santa Ana, CA - 76%

El Monte, CA - 72%

Brownsville - 91%

Laredo - 94%

Hialeah - 90%



**35.3 MILLION HISPANICS COMPRISING NEARLY
12.5%
OF THE TOTAL U.S. POPULATION**



Average Household Size:

Hispanic: 4

Non-Hispanic: 3

**Hispanic median age
is 26 compared to
38 for non-Hispanics**



**Spanish
Mostly -
28%**

**Spanish
Dominant
49%**

**Spanish Only
21%**

**Arizona/New
Mexico/Colorado
71-87%**

**New York/New
Jersey
85%**

**Florida
87%**

**Texas
84%**

**74% of Hispanics
Speak
Spanish at Home**

**English Only
16%**

**The United States
is the third largest
Spanish-speaking
population in the
world!**

**Bilingual
10%**



“SPANGLISH”

The ability to speak Spanish and English within the same sentence, without accent, while being grammatically correct

“CODE-SWITCHING”

A systematic interchange of words, phrases, and sentences in two or more languages

Latino Influence on English Language in the U. S.

Alligator

Guitar

Lunch

Barricade

Hurricane

Patio

Canyon

Plaza

Chili

Renegade

Cigar

Tuna

Cafeteria



How many could be a Hispanic person?



Chang

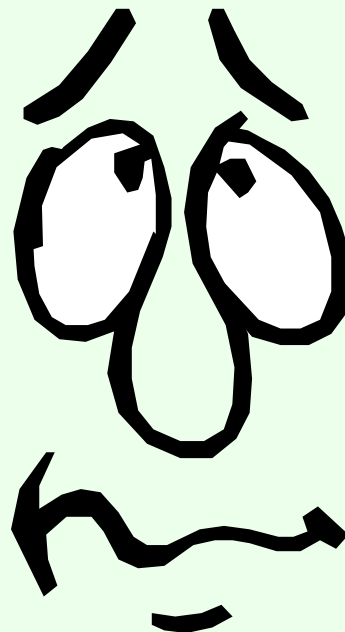
Behar

Williams

Nieves

Lieberman

Fernandez



Aguilar

Ahmed

Stevenson

Rodriguez



**Road to Preserving
Hispanic Culture &
Language**

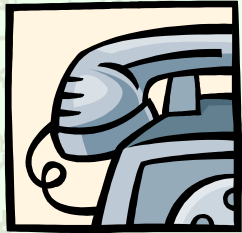
2002 Total Annual Hispanic Buying Power

\$ 452 Billion

**Grown over 156%
in the last 7
years**



Top 10 Hispanic Market Advertiser



Procter & Gamble \$55M

Ford Motor Company \$51M

AT&T \$42M

MCI WorldCom \$41M

Sears, Roebuck, & Co \$38M

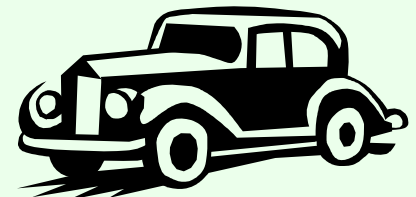
Americate! \$30M

Miller Brewing Co \$30M

General Motors
\$29.5M

McDonald's Corporation \$27M

Phillip Morris \$25M



UNIVISION *Today.*

**“The leading
Spanish-Language
TV network. . .
and growing”**

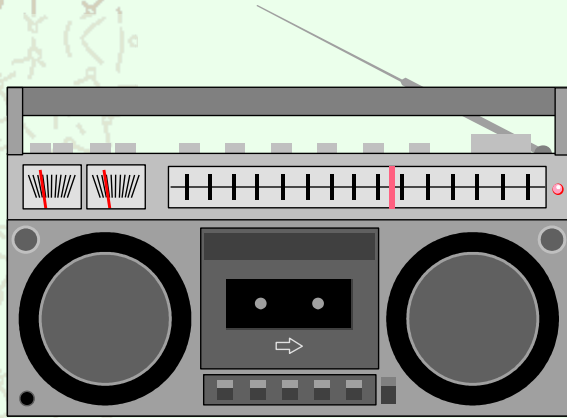
**Watched by 96%
of Hispanic
households**



**Expandin
g
Horizons**

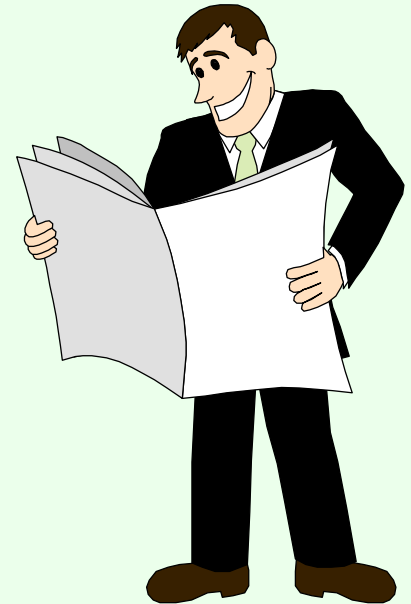
Competitors:
Cable -- 16.6%
Fox -- 13.3%
ABC -- 12.9%
NBC -- 9.8%
CBS -- 6.6%

COMMUNICATING

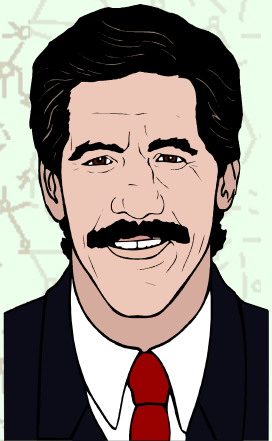


**In the last 6 months of 2001,
Hispanic Broadcasting
Corporation purchased more
than 5 radio stations for over
\$114 million**

**Circulation of more
than 1,300 Latino
publications
nationwide has more
than tripled since 1990**

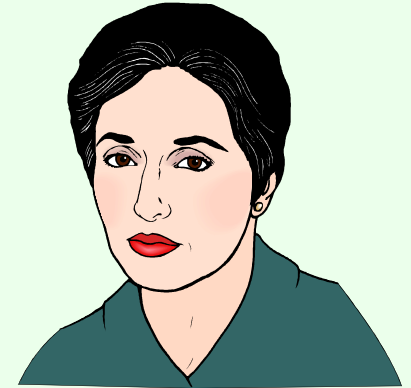


Hispanic Newsmakers



Rita Hayworth
Actress

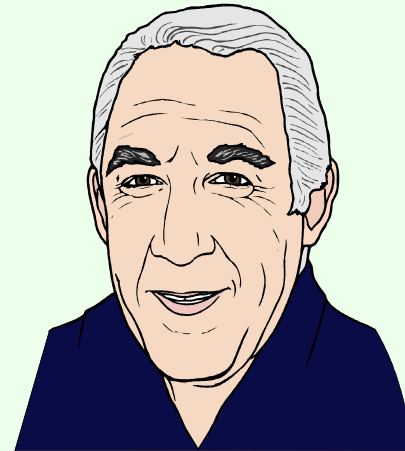
Joan Baez
**Singer/Civil
Rights Activist**



Martin Sheen
Actor

Geraldo Rivera
**Journalist,
Actor,
Attorney**

Gloria Estefan
Singer, Writer



**Anthony
Quinn**
Actor

Latinos Choice Awards



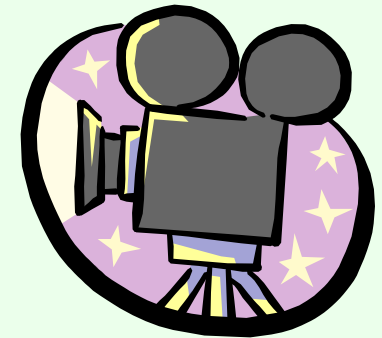
Favorite Entertainer: Ricky Martin, Jennifer Lopez, Marc Anthony

Favorite Musician: Marc Anthony, Carlos Santana, Ricky Martin

Favorite Actor: Benjamin Bratt, Andy Garcia, Benicio del Toro

Favorite Actress: Jennifer Lopez, Penelope Cruz, Tessie Santiago

Favorite Leader: Sara Martinez Tucker, Hispanic Scholarship Fund; Edward James Olmos, actor and activist; and Henry Cisneros, Texas politician

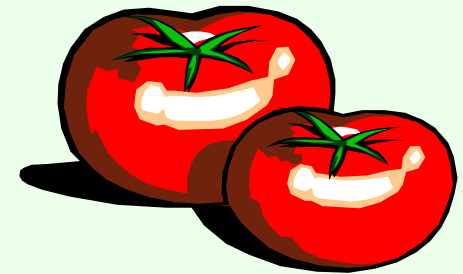


Latinos on the Rise



S A L S A

Food: Salsa sells better than ketchup with annual sales of \$700 million. Tortillas are the fastest growing segment of the baking industry raking in about \$2.87 billion in wholesale revenues.



Politics: Hispanic vote in several key states--California, New York, Texas, Florida, and Illinois--could determine the outcome of the next presidential election.

Business/Marketing: Big time advertising agencies are making money faster and easier by selling mainstream products to Hispanic markets





OPM HISPANIC ADVANCEMENT PLAN

**Encourage managers to
recruit widely**

**Promote recruitment for
positions covered by the
Luevano consent decree**

**Nurture academic
relationships**

**Establish an internship
program**

**Reach out to Hispanic
students**

**Ensure that Hispanic
employees receive full
consideration for
developmental
opportunities**

**Designate HEP Managers to
oversee and implement
these efforts**

**Establish mechanisms to
monitor monthly**

**Provide an annual budget
for recruitment info and
outreach activities**

Raise awareness

**Note
pages on
several
charts
provide
additional
informati
on**

